

Rep Order# 9802647 Ver# 1 Status New EC'd No
Printed: 08/23/2012 2:26 PM 1 of 2
Last Received: 08/23/2012 12:21 PM
Showing Buylines: All Lines

Station WWSB-TV SARASOTA,FL
Advertiser () POLITICAL
Product BUCHANAN FOR CONGRES
Estimate# 372
Buyer STEPHANIE KOHLBAUER
Phone#
Fax#

Agency () MENTZER MEDIA SERVICES
600 FAIRMOUNT AVE, SUITE 306
TOWSON, MD 21286
Agency C/P1/P2/E //372
Flight Dates 09/06/2012 - 09/12/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () BRAD PHILIPPS
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---
VERN BUCHANAN FOR CONGRESS *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---
NEW BUCHANAN ORDER
PLEASE CNFM, THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TH-F	6A-7A	NEWS	:30	\$175.00	09/06-09/07	1	1	1	\$175.00	
	2	TH-F	7A-9A	GMA	:30	\$225.00	09/06-09/07	1	1	1	\$225.00	
	3	TH-F	5P-530P	NEWS	:30	\$225.00	09/06-09/07	2	1	2	\$450.00	
	4	TH-F	530P-6P	NEWS	:30	\$300.00	09/06-09/07	1	1	1	\$300.00	
	5	TH-F	6P-630P	NEWS	:30	\$550.00	09/06-09/07	1	1	1	\$550.00	
	6	M,W	6A-7A	NEWS	:30	\$175.00	09/10-09/12	2	1	2	\$350.00	
	7	M,W	7A-9A	GMA	:30	\$225.00	09/10-09/12	1	1	1	\$225.00	
	8	M,W	530P-6P	NEWS	:30	\$300.00	09/10-09/12	2	1	2	\$600.00	
	9	M,W	6P-630P	NEWS	:30	\$550.00	09/10-09/12	2	1	2	\$1,100.00	
	10	M,W	11P-1135P	NEWS	:30	\$425.00	09/10-09/12	2	1	2	\$850.00	

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---REPORT TOTALS---

Report Totals: 15 / \$4,825.00

---SALES MONTHLY TOTALS---

Sep 12: 15 / \$4,825.00
Sales Totals: 15 / \$4,825.00
Station Totals: 15 / \$4,825.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$4,825	CABL 0%	WTOG 0%	CABL 0%	UNKN 0%	WBSV 0%	WFLA 0%	WFTS 0%
		WTOG 0%		UNKN 0%	WTSP 0%	WTTA 0%	WTVT 0%	WWSB 100%

Books null
Demos RA35+

CONTRACT



WWSB
1477 Tenth Street
Sarasota, FL 34236
(941)552-0777

And:

MENTZER MEDIA SERVICES
600 FAIRMOUNT AVE
SUITE 306
TOWSON, MD 21286

Contract / Revision 31544 /		Alt. Order # 09802647
Product 372/BUCHANAN FOR CONGRES		
Contract Dates 09/06/12 - 09/12/12		Est. # 372
Advertiser VERN BUCHANAN		Original Date / Revision 08/23/12 / 08/23/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WWSB	Account Executive BRAD PHILLIPS	Sales Office Washington DC
Special Handling		
Demographic Adults 35+		
IDB# 8021	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	7	09/06/12	09/07/12	ABC 7 Sunrise News @	6a-7a		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	---TF--				1	\$175.00			
N 2	7	09/06/12	09/07/12	Good Morning America	7-9a		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	---TF--				1	\$225.00			
N 3	7	09/06/12	09/07/12	ABC 7 News at 5p	5-530p		:30			NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	---TF--				2	\$225.00			
N 4	7	09/06/12	09/07/12	ABC 7 News at 530p	530-6p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	---TF--				1	\$300.00			
N 5	7	09/06/12	09/07/12	ABC 7 News at 6p	6-630p		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	---TF--				1	\$550.00			
N 6	7	09/10/12	09/12/12	ABC 7 Sunrise News @	6a-7a		:30			NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-W----				2	\$175.00			
N 7	7	09/10/12	09/12/12	Good Morning America	7-9a		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-W----				1	\$225.00			
N 8	7	09/10/12	09/12/12	ABC 7 News at 530p	530-6p		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-W----				2	\$300.00			
N 9	7	09/10/12	09/12/12	ABC 7 News at 6p	6-630p		:30			NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-W----				2	\$550.00			
N 10	7	09/10/12	09/12/12	M-Sun ABC 7 News at	M-F 11-1135p / Sa		:30			NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-W----				2	\$425.00			
Totals											15	\$4,825.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/12/12	15	\$4,825.00	\$4,101.25
Totals	15	\$4,825.00	\$4,101.25

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



WWSB
1477 Tenth Street
Sarasota, FL 34236
(941)552-0777

<u>Contract / Revision</u> 31544 /		<u>Alt. Order #</u> 09802647
<u>Contract Dates</u> 09/06/12 - 09/12/12	<u>Product</u> 372/BUCHANAN FOR C	<u>Est. #</u> 372
<u>Advertiser</u> VERN BUCHANAN		<u>Original Date / Revision</u> 08/23/12 / 08/23/12

Signature: _____ Date: _____

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